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ABSTRACT

Brief discussions in this pamphlet suggest educational and career opportunities in the following fields of speech communication: rhetoric, public address, and communication; theatre, drama, and oral interpretation; radio, television, and film; speech pathology and audiology; speech science, phonetics, and linguistics; and speech education. Additional information on financial aid and placement service is included. (This document previously announced as ED 043 626.) (JMC)

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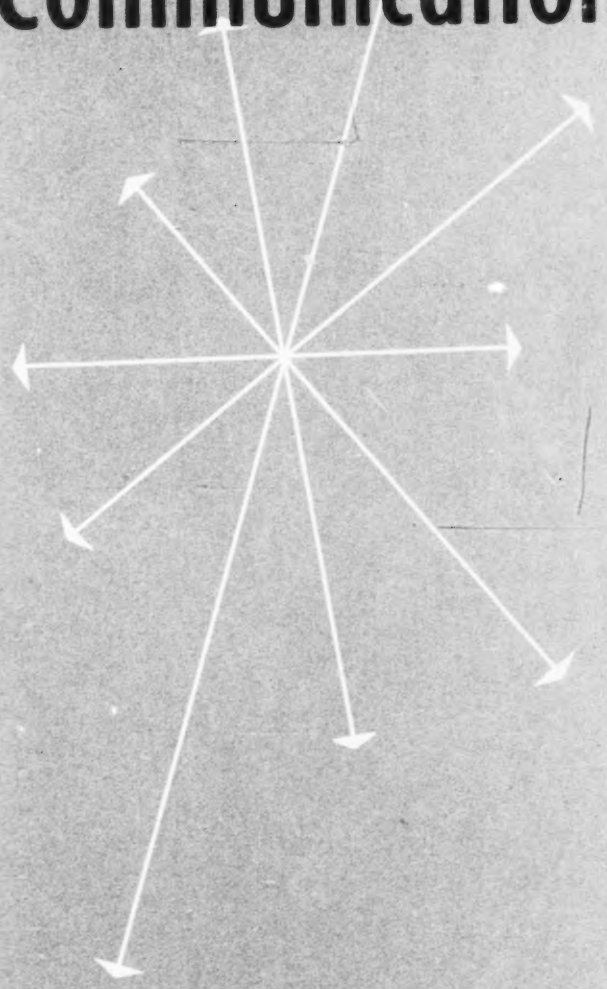
Careers in Speech Communication



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THIS PAMPHLET explores the full range of career opportunities in the speech communication arts and sciences of public address, theatre, broadcasting, pathology-audiology, speech sciences, and speech education. Single copies may be obtained free of charge by writing to the Speech Association of America; quantity prices upon request.

Prepared by . . . SPEECH ASSOCIATION OF AMERICA
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WHETHER ONE SEEKS a career in teaching, or in law, business, government, the performing arts, or social service, the ability to communicate is essential to success. "As soon as you move one step up from the bottom," says management consultant Peter F. Drucker, "your effectiveness depends on your ability to reach others through the spoken or written word."

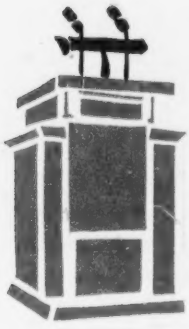
In recent decades the revolution in electronics has given speech communication an importance it has not known since Gutenberg. Telstar and global television make us increasingly dependent upon the human voice not only for entertainment, but for news and information, as well.

Today, as never before, training in the arts and sciences of speech prepares graduates for a variety of careers in a world that is becoming increasingly "oral."

The Fields of Speech Communication

The expansion of the field of speech communication is reflected in the growth of graduate programs in American higher education. Some fifty universities now offer the doctor's degree in speech; approximately one hundred and fifty offer the master's degree. During a recent ten-year period, the number of individuals holding masters' degrees in speech increased more than 200% and the number holding doctorates increased 500%. "To the extent that doctorate degrees in speech are an index of growth," speech researcher Franklin H. Knower concludes, "speech can be said to be the most rapidly growing discipline in American universities today."

In testimony before a comittee of the United States Senate, J. Jeffery Auer, past president of the Speech Association of America, said, "At this moment my professional colleagues in the field of speech include nearly four per cent of the full-time members of all college and university faculties. These are the scholars who are engaged in teaching and research in all four of the major subdivisions of the field of speech: rhetoric and public address, theatre and drama, radio-television-film, and speech pathology and audiology. To make this figure of nearly four per cent in the field of speech meaningful, let me say that it is almost half as many as those who teach English, more than half of those who teach all foreign languages, about the same number as teach in the field of history, and considerably more than those who teach either psychology or physics."



Rhetoric, Public Address, Communication

Courses in rhetoric, public address, discussion, group dynamics, communication theory, argumentation, and speech criticism prepare students for careers in professions requiring the ability to organize, substantiate, and express ideas effectively and to be sensitive to interpersonal relationships. Some of these professions are teaching, public relations, law, personnel management, industrial communications, advertising and sales, government service, intergroup and human relations, social work, and the ministry.

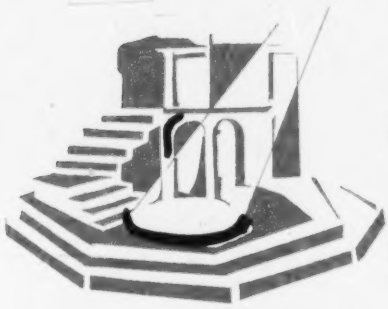
In the general area of rhetoric and public address, students study and practice the methods of oral decision-making as they are used in discussion, debate, and parliamentary procedure; they study the theory underlying effective discourse as it has been developed by many writers from Aristotle to the present time; they examine the role that speech making has played in history; and they survey the laws and social norms which govern the expression of ideas in our contemporary society.

Courses in persuasion, public opinion, and propaganda teach the student to analyze speaker-audience relationships and to investigate the methods used in influencing human beliefs and

values. Research studies in communication theory examine the variables which affect attitude change and evaluate different techniques of argument, motivation, and suggestion.

The student who majors in the general area of rhetoric, public address, and communication theory will find an ever-increasing demand for his services in business and government, as well as in teaching. The person who understands the ramifications of the communication process, who knows how to resolve problems created by communication breakdowns, who can aid management and labor with their communication problems, also will find that he can render valuable service to society. Communications consultants advise in speech writing, establish and manage speaker bureaus, analyze mass audiences, and aid in preventing semantic "blocks" and confusion. A broad liberal arts background is important for persons planning to enter this challenging career area.

Co-curricular forensic activities provide students of rhetoric and communication with opportunities to apply their knowledge and skills before college and community audiences. Through these activities they can evaluate their developing abilities in a situation other than the classroom.



Theatre, Drama, & Oral Interpretation

In the area of theatre, instruction in acting, designing, directing, and playwriting is augmented by courses which explore our dramatic heritage from Euripides to Eugene O'Neill and Edward Albee.

College and university theatres provide opportunities for experience in all phases of dramatic production, including readers' theatre and the adaptation of literary works for stage presentation. In addition, a growing number of institutions maintain repertory or summer theatres which challenge their students by offering opportunities to work with professional actors and actresses and to participate in a greater number of public performances.

Careers in professional theatre, whether Broadway, Hollywood, or network television, may be open only to a few; but rapidly expanding community, college, and high school theatre programs offer rewarding positions for persons in every theatre specialty. Students of theatre also acquire training that is essential in such allied occupations as commercial art, interior decorating, advertising and sales, public relations, religious education, and recreation.

Related to theatre and drama is the area of oral interpretation. Courses in this specialty help the student to understand and appreciate literature, and to develop skill in communicating this understanding and appreciation to others.

Radio, Television & Film

Courses in radio-television-film history, production, directing, writing, announcing, and acting equip students to take positions in these exciting industries. There are in America today approximately 4,000 AM stations, over 1,000 FM stations,

and more than 600 television stations, employing thousands of professionally trained people. Communication through electronic media is still an emerging field; for a person with imagination and training, it offers stimulating career opportunities.

Campus sponsored radio and television stations provide students with supervised on-the-job experience. Many radio and television majors find their training useful in the fields of advertising and public relations. Those who prefer to remain in teaching can look forward to many new developments in educational radio and television.

Speech Pathology & Audiology

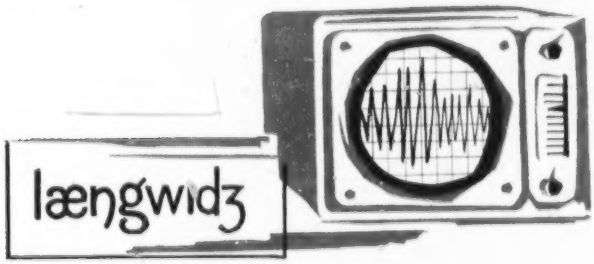
The field of speech pathology and audiology is concerned with disorders of the human communication mechanism as manifested in the processes of speech and hearing. Persons in this field provide clinical services to children and adults, as well as engaging in basic and applied research.

Speech pathology and audiology is an area of professional specialization that provides many opportunities for service to mankind. It also offers a continuing challenge to researchers because of the complexity of the speech communication

process. This complexity demands that persons entering the field have training in the behaviorial, biological, physical, and psychological sciences.

A speech pathologist or audiologist may be a clinician or a researcher. He may work in schools, hospitals, laboratories, community service centers, or colleges and universities. Speech pathology and audiology is a rapidly growing field, and the demand for trained personnel far exceeds the supply.

Speech Science, Phonetics & Linguistics



Speech science, phonetics, and linguistics have taken on added interest and significance in the twentieth century as increased facilities for travel and communication have made us more conscious of our spoken language. These subjects deal with the structure of oral language, the symbolic representation of speech sounds, the growth and development of language in the child, variations in pronunciation, and the artificial reproduction of sounds.

As in the case of all sciences, research is an important part of these speech communication disciplines. The young person who enters one of

these areas may find himself working with machines that translate languages, that transcribe sound into print, that photograph speech sounds, or that mechanically create spoken words.

Speech science, phonetics, and linguistics are challenging areas for the imaginative mind. Students trained in these specialties can teach, do research, serve as communication consultants, or concentrate on the problems of teaching speech to non-English speaking persons.

Speech Education

Elementary and secondary schools employ teachers of speech to provide instruction in the basic skills of public speaking, debate, discussion, theatre, radio, and television, and to work with the speech and hearing handicapped. Preparation for a career as a teacher of speech in either the elementary or secondary school generally requires broad training in the speech arts in contrast to the specialized training which may be required of the speech pathologist-audiologist or professional

actor. Courses in speech methods and practice teaching are generally necessary if local and state certification requirements are to be met. For permanent certification, advanced study beyond the bachelor's degree is advisable and frequently is mandatory.

Students interested in a career in college teaching should possess a broad background in the liberal arts, with a comprehensive major in speech communication and a concentration in one of the more specialized areas. Teaching positions on the college level are generally available only to experienced persons who hold advanced degrees.

A list of colleges and universities which confer advanced degrees in any area of speech communication may be obtained from the Speech Association of America, Statler Hilton Hotel, New York, New York 10001.

Financial Aid

The undergraduate speech major with a strong academic record can look forward to assistance in graduate study through numerous fellowships, scholarships, and assistantships in teaching and research. These financial grants are available at nearly all institutions offering graduate programs. They vary considerably from university to university, and consist of tuition remission only, a stipend only, or tuition remission plus a stipend. Most scholarships and fellowships require only that the student maintain a good academic record; assistantships usually require a limited amount of teaching or of research work.

The federal government also has made funds available for graduate students. This aid varies from the National Defense Education Act loans, fellowships, and assistantships to work-study programs in which the student earns an hourly wage.

Many local and national civic and fraternal organizations, as well as business and industrial concerns, have endowed scholarships for students interested in graduate degrees. Information about these awards can be obtained from universities offering graduate programs in the field.

Entering the Profession

The Placement Service of the Speech Association of America aids the graduate in locating suitable employment opportunities. Th Placement Service Bulletin, a monthly publication of SAA, lists positions available in all the areas of speech communication and serves as a medium of contact for employers and prospective employees. The SAA also maintains a credential file for any person who is a member of both the Association and the Placement Service.

Further Information

The Speech Association of America is a scholarly and professional organization that for more than fifty years has served the interests of persons engaged in the communication arts and sciences. Additional information about any facet of the speech field can be obtained by writing to the Speech Association of America, Statler Hilton Hotel, New York, New York 10001. Questions about a specific program or curriculum should be directed to the college or university concerned.

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